

ORDER



Orders	Order / Rev:	107975
	Alt Order #:	06864933
	Product Desc:	Horsford/DCCC
	Estimate:	2132
	Flight Dates:	10/18/12 - 10/19/12
	Original Date / Rev:	10/17/12 / 10/18/12
	Order Type:	GENERAL
	Primary AE:	Amy McCreary
	Sales Office:	BLPHI
	Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	1DCCC/Horsford - Revused
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN
	New Business Thru:	
	Order Separation:	00:05:00
	Advertiser External ID:	
	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/19/12	27	\$19,250.00	\$16,362.50	October 2012	27	\$19,250.00	\$16,362.50	0.00
					Totals	27	\$19,250.00	\$16,362.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$19,250.00
Market	100%	\$68,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$19,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$13,750.00
KTUD	1%	\$687.50
KVVU	20%	\$13,750.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,062.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/18/12	10/19/12	M-F 5-6a	WakeUp w/Wagners	5-6a	---TF---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
	Start Date	End Date	Weekdays		Spots/Week	Rate	Rating								
Week:	10/15/12	10/21/12	---	TF---	2	\$450.00	0.00								

Order / Rev: 107975 Advertiser: DCCC/ Horsford
 Alt Order #: 06864933 Product Desc: Horsford/DCCC KSNV
 Flight Dates: 10/18/12 - 10/19/12 Estimate: 2132

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/18/12	10/19/12	Wake Up Early w/ Wagner	CM	430a-5a	---T---	:30	2	\$200.00	1	0.00	NM	2	\$400.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---T--- 2 \$200.00 0.00															
E 3	KSNV	10/18/12	10/19/12	M-F 6-7a WakeUp w/Wagner	CM	6-7a	---TF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$700.00 0.00															
E 4	KSNV	10/18/12	10/19/12	Today Show	CM	658a-9am	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$900.00 0.00															
E 5	KSNV	10/18/12	10/19/12	M-F Today Show II	CM	9-10a	---TF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
3rd Hour															
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$425.00 0.00															
E 6	KSNV	10/18/12	10/19/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	---TF--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
CM															
4PM NEWS (1 hour)															
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 1 \$725.00 0.00															
E 7	KSNV	10/18/12	10/19/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	---TF--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
CM															
4PM NEWS (1 hour)															
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 1 \$725.00 0.00															
E 8	KSNV	10/18/12	10/19/12	M-F Early News	CM	5-630p	---TF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$1,200.00 0.00															
E 9	KSNV	10/18/12	10/19/12	M-F Jeopardy	CM	630-7pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$1,300.00 0.00															
E 10	KSNV	10/18/12	10/19/12	M-F Wheel	CM	7-730pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
M-F Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$1,300.00 0.00															
E 11	KSNV	10/18/12	10/19/12	Face to Face/Ralston Report	CM	730-758pm	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
CM															
Facetoface/Ralston Report															
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$900.00 0.00															
E 12	KSNV	10/18/12	10/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 1 \$1,200.00 0.00															
E 13	KSNV	10/18/12	10/19/12	The Tonight Show	CM	1135p-1236a	---TF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
CM															
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 ---TF-- 2 \$500.00 0.00															
E 14	KSNV	10/18/12	10/19/12	CM	1236a-136am	---TF--	:30	3	\$250.00	1	0.00	NM	3	\$750.00	

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late Night w/Fallon											
				Late Night w/Fallon											
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	---TF---		3	\$250.00		0.00						
N15	KSNV	10/18/12	10/19/12	Last Call w/Carson Daly CM		136-205am		-----F---	:30	1	\$100.00	2	0.00	NM	1 \$100.00
				Last Call w/Carson Daly											
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----F--		1	\$100.00		0.00						
												Totals	27	\$19,250.00	